



WXYZ

ORDER

Print Date 11/16/12

Page 1 of 4

Flight Dates **10/29/12-11/06/12**

Contract / Revision **315809 /**

Original Date / Revision
10/24/12 10/29/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Liberty Bell

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C29N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 476666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	30%	143000
WDWB	%	0
WJBK	20%	95333
WKBD	5%	23833
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	15%	71500

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$121,550.00	\$143,000.00	0.00	10/29/12	11/06/12	61	\$121,550.00	\$143,000.00
Totals	61	\$121,550.00	\$143,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/02/12	12-1pm M-F 12-1pm	CM	12-1pm	- TWTF - -	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			5		\$1,800.00		0.00				
N 2	WXYZ	11/05/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	M - - - - -	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M - - - - -			1		\$1,800.00		0.00				
N 3	WXYZ	10/30/12	11/02/12	M-F 1p-2p The Chew	CM	1-2pm M-F	- TWTF - -	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/16/12

Page 2 of 4

Contract / Revision **315809** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/29/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **Liberty Bell**

Estimate # **C29N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/30/12	11/02/12	M-F 1p-2p The Chew	CM	1-2pm M-F	- TWTF - -	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- TWTF - -					2	\$1,500.00		0.00		
N 4	WXYZ	11/05/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M- - - - -	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M- - - - -					1	\$1,500.00		0.00		
N 5	WXYZ	10/30/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- TWTF - -	:30	5	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- TWTF - -					5	\$1,800.00		0.00		
N 6	WXYZ	11/05/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M- - - - -	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M- - - - -					1	\$1,800.00		0.00		
N 7	WXYZ	10/30/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- TWTF - -					2	\$2,000.00		0.00		
N 8	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT- - - - -	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT- - - - -					2	\$2,000.00		0.00		
N 9	WXYZ	10/30/12	11/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- TWTF - -					5	\$2,000.00		0.00		
N 10	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT- - - - -	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT- - - - -					2	\$2,000.00		0.00		
N 11	WXYZ	10/30/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWTF - -	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- TWTF - -					2	\$1,500.00		0.00		
N 12	WXYZ	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT- - - - -	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT- - - - -					2	\$1,500.00		0.00		
N 13	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S-	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- - - - - S-					2	\$1,200.00		0.00		
N 14	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- - - - - S					2	\$1,200.00		0.00		
N 15	WXYZ	10/30/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF - -	:30	5	\$3,000.00	FX	0.00 NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

Print Date: 11/16/12

Page 3 of 4

Contract / Revision **315809** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/29/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **Liberty Bell**

Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/30/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF - -	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					5	\$3,000.00		0.00			
N 16	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M- - - - -	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$3,000.00		0.00			
N 17	WXYZ	10/30/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	- TWTF - -	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					5	\$3,000.00		0.00			
N 18	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M- - - - -	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$3,000.00		0.00			
N 19	WXYZ	10/30/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	- TWTF - -	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					3	\$3,000.00		0.00			
N 20	WXYZ	11/05/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	M- - - - -	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$3,000.00		0.00			
N 21	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$2,200.00	FX	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$2,200.00		0.00			
N 22	WXYZ	10/30/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	TWTF - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					1	\$750.00		0.00			
N 23	WXYZ	11/05/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-M-	- - - - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$750.00		0.00			
N 24	WXYZ	10/30/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun-	TWTFSS	:30	4	\$5,000.00	FX	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTFSS					4	\$5,000.00		0.00			
N 25	WXYZ	11/05/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-SunM-	- - - - -	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$5,000.00		0.00			
N 26	WXYZ	11/05/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M- - - - -	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$5,000.00		0.00			
N 27	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/16/12

Page 4 of 4

Contract / Revision **315809** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/29/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **Liberty Bell**

Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N27	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$1,200.00		0.00			
														Totals	61\$143,000.00